

WHAT IS CLAIMED IS:

1. A method for improving effectiveness of an oral care agent, the method comprising preconditioning an oral surface by wiping the surface with an absorbent fabric having impregnated therein or coated thereon an orally acceptable preconditioning agent, wherein said wiping transfers an effective amount of the preconditioning agent from the fabric to the oral surface, and thereafter applying a composition comprising the oral care agent to the oral surface
2. The method of Claim 1, wherein the preconditioning agent is an activating agent for the oral care agent, and wherein said wiping transfers an activating effective amount of the activating agent from the fabric to the oral surface.
3. The method of Claim 1 wherein the oral surface is a dental surface.
4. The method of Claim 1 wherein the absorbent fabric is in a form of a towelette.
5. The method of Claim 1 wherein the absorbent fabric further contains a flavorant.
6. The method of Claim 1 wherein the oral care agent is pH-dependently activatable, and wherein the preconditioning agent is a pH modifying agent that provides a pH environment at the oral surface favorable to activation of the oral care agent.
7. The method of Claim 6 wherein the oral care agent is a peroxy compound, and wherein the pH modifying agent is a basifying agent.
8. The method of Claim 7 wherein the basifying agent is an alkali metal carbonate or bicarbonate salt.
9. The method of Claim 7 wherein the basifying agent is sodium bicarbonate.
10. A method for whitening a dental surface, the method comprising wiping the surface with an absorbent fabric having impregnated therein or coated thereon an orally acceptable basifying agent, and thereafter applying a composition comprising an orally acceptable peroxy compound to the surface.
11. The method of Claim 10 wherein the absorbent fabric is in a form of a towelette.
12. The method of Claim 10 wherein the absorbent fabric further contains a flavorant.

13. The method of Claim 10 wherein the basifying agent is an alkali metal carbonate or bicarbonate salt.
14. The method of Claim 10 wherein the basifying agent is sodium bicarbonate.
15. The method of Claim 10 wherein the peroxy compound is selected from the group consisting of hydrogen peroxide, peroxides of alkali and alkaline earth metals, organic peroxy compounds, peroxy acids and salts thereof, and polymer-peroxide complexes.
16. The method of Claim 10 wherein the peroxy compound is hydrogen peroxide.
17. The method of Claim 10 wherein the composition comprising the peroxy compound is a whitening strip.
18. The method of Claim 10 wherein the composition comprising the peroxy compound is a liquid whitener.
19. The method of Claim 10 wherein the composition comprising the peroxy compound is a semi-solid dentifrice.
20. A kit useful for oral care, the kit comprising (a) a composition that comprises an oral care agent, and (b) an absorbent fabric having impregnated therein or coated thereon an orally acceptable preconditioning agent.
21. The kit of Claim 20, wherein the preconditioning agent is an activating agent for the oral care agent.
22. The kit of Claim 20 wherein the absorbent fabric is in a form of a towelette.
23. The kit of Claim 20 wherein the absorbent fabric further contains a flavorant.
24. The kit of Claim 20 wherein the oral care agent is an orally acceptable peroxy compound and the preconditioning agent is a basifying agent.
25. The kit of Claim 24 wherein the basifying agent is an alkali metal carbonate or bicarbonate salt.
26. The kit of Claim 24 wherein the basifying agent is sodium bicarbonate.
27. The kit of Claim 24 wherein the peroxy compound is selected from the group consisting of hydrogen peroxide, peroxides of alkali and alkaline earth metals, organic peroxy

compounds, peroxy acids and salts thereof, and polymer-peroxide complexes.

28. The kit of Claim 24 wherein the peroxy compound is hydrogen peroxide.
29. The kit of Claim 24 wherein the composition comprising the peroxy compound is a whitening strip.
30. The kit of Claim 24 wherein the composition comprising the peroxy compound is a liquid whitener.
31. The kit of Claim 24 wherein the composition comprising the peroxy compound is a semi-solid dentifrice.
32. An article useful in preconditioning a dental surface for whitening treatment, the article comprising a moist towelette carrying in aqueous solution an orally acceptable basifying agent in an amount effective to provide a pH of at least about 7 at the dental surface upon wiping the surface with the towelette.
33. The article of Claim 32 wherein the basifying agent is sodium bicarbonate.
34. The article of Claim 32 wherein the towelette further contains a flavorant.